



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

Accredited by National Assessment and Accreditation Council (NAAC)

CONFERENCES

2024-25



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

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Conferences 2024-25

S.No	Name of Conference	Date
1	XXth International Conference on "Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy"	22 nd / 23 rd January 2025
2	National Conference on "AI for Creativity and Innovation: Shaping Economic Development"	5 th April 2025

JIMS/BBA/2025/880

January 17, 2025

Notice

XXth International Conference on **"Promoting Inclusive Growth: Addressing Socio-economic** **Disparities on the Journey to a Sustainable Economy"**

An International Conference on 'Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy' is organized to address the socio-economic Disparities and pathways to promote inclusive growth for all. The details are as follows:

Date: 22nd and 23rd January 2025

Time: 10.00 am onwards

Venue: Day 1: PHD Chamber of Commerce, Hauz Khas

Day 2: Zoom Platform

Guest of Honour: Mr. Neelesh Sah, Joint Secretary of Climate Change and International Cooperation at the Ministry of Environment, Forest, and Climate Change; Mr. Jayant Singh, IRTS, Senior Advisor, NITI Aayog

The research paper presentations will be conducted simultaneously in three tracks, each guided by an expert panel. Track 1 will be chaired by Dr. Ihtiram Raza Khan, Track 2 will feature Dr. Vernika Agarwal and Track 3 will be led by Dr. Praveen Goyal.

Dr. Niti Saxena (Convenor), Dr. Pallavi Ahuja (Co-Convenor), Ms. Aastha Behl (Co-Convenor) is to coordinate.



Dr. Ruchi Srivastava
HOD

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JIMS/B.COM(H)/2025/930

January 17, 2025

Notice

XXth International Conference on **"Promoting Inclusive Growth: Addressing Socio-economic** **Disparities on the Journey to a Sustainable Economy"**

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XXth International Conference

**“Promoting Inclusive Growth: Addressing Socio-economic
Disparities on the Journey to a Sustainable Economy”**

22-23 January, 2025

Organising Committee

- 1.Chief Patron: Dr. Amit Gupta, Chairman, JIMS Kalkaji**
- 2.Patron: Dr. Anuj Verma, Director, JIMS Kalkaji**
- 3.Conference Convenor: Dr. Niti Saxena, Associate Professor**
Ph: 9871337503
- 4.Conference Co Convenor: Ms. Aastha Behl, Assistant Professor**
Ph: 8808063336
- 5.Conference Co Convenor: Dr. Pallavi Ahuja, Assistant Professor**
Ph: 9654403984

About JIMS

Jagannath International Management School, Kalkaji, New Delhi, the flagship institute of the JIMS Group, was founded in 1997 with a clear vision and purpose of grooming world class business leaders to meet the challenges of a rapidly changing business environment. The institute is ably governed by its young and dynamic Chairman, Dr. Amit Gupta who through his visionary leadership has catapulted it to the top league of B-Schools. JIMS' greatest strengths lie in its superior attributes which include expert faculty with relevant industry experience; prestigious International Advisory Board comprising eminent academicians from top foreign and Indian universities; prolific institute-industry interface, foreign university collaborations and an enviable track record of quality placements.

XXth International Conference

Conference Overview:

In today's global landscape, the pursuit of a sustainable economy must be synonymous with advancing inclusive growth and addressing socio-economic disparities. This conference theme underscores the critical importance of fostering economic development that benefits all segments of society while ensuring environmental sustainability and social equity.

Inclusive growth refers to an economic model that allows all individuals and communities to actively participate in and benefit from the wealth generated by economic growth. It goes beyond mere GDP figures to encompass broader measures of well-being, such as access to education, healthcare, employment opportunities, and social protection. Inclusive growth seeks to reduce inequality and create a more equitable distribution of wealth and resources. Socio-economic disparities manifest in various forms, including unequal access to education, healthcare, finance, and job opportunities based on factors like income level, gender, ethnicity, or geographic location. These disparities hinder overall economic progress and social stability, creating barriers to achieving sustainable development goals. Addressing socio-economic disparities on the journey to a sustainable economy requires coordinated efforts from governments, businesses, civil society organizations, and international partners. By prioritizing inclusive growth strategies and policies, societies can create more equitable and resilient economies that contribute to lasting prosperity and well-being for all.

Conference Objectives:

This conference aims to:

- Explore innovative strategies and best practices for promoting inclusive growth.
- Examine case studies and research on effective policies and interventions.
- Facilitate dialogue among stakeholders to identify actionable steps for reducing socio-economic disparities.
- Highlight the interconnectedness between inclusive growth and sustainable development.

Promoting inclusive growth is not only a moral imperative but also an economic necessity for building resilient and sustainable economies. By addressing socio-economic disparities and fostering equitable opportunities, we can create a more just and prosperous world for everyone. This conference provides a platform to advance these discussions and catalyse collective action towards a more inclusive and sustainable future.

Themes & Sub-themes

Manuscripts that seek to focus on themes and sub-themes given below are most welcome. Please note that these are only representative. Contributions on related studies within the realms of Economics, Finance, Development Studies, Marketing, Human Resources, Information Technology, Operations & related areas are greatly solicited

Financial Sustainability for Inclusive Economic Growth

- Banking & Financial Inclusion
- Small Finance Banks & Payment Banks
- Micro Finance Institutions and Inclusive Growth
- Digitisation & Growth
- Banking Crisis and Growth Impact
- Digital currency
- Economic slowdown

Sustainable Marketing: Issues and Challenges

- Contemporary Marketing Environment
- The Indian Consumer and Sustainability
- Tech Supported Sustainability of Brands
- Emerging Technologies in Marketing
- International Marketing & Marketing in Emerging Countries

Sustainable Human Resource Management: Issues and Challenges

- Global Reporting Initiatives and Corporate Sustainability
- HR Vision for 21st century
- Social Media Recruiting: Strategies for new era
- Human Values, Ethics and Corporate Social Responsibility
- Managing Diversity in Business
- HR Scorecard for 21st century
- Global Mindset and Global Relationship
- Expanding flexible work arrangements to meet needs of changing family structures

Sustainable Marketing: Issues and Challenges

- Contemporary Marketing Environment
- The Indian Consumer and Sustainability
- Tech Supported Sustainability of Brands
- Emerging Technologies in Marketing
- International Marketing & Marketing in Emerging Countries

Information Technology: Growth & Sustainability

- Utilization of Cloud technology to make IT more efficient and Cost effective
- Smart sensors help curb environmental pollution
- IOT: Internet of Things
- Artificial Intelligence used to record mental disorders
- Robotics & Nano Technology
- Automation in 21st century
- Human Cloning: Challenges and Opportunities
- Biometric Technology for automatic Identification of individual
- Cyber Terrorism
- GPS and its Application
- Bluetooth Based Smart Sensor Networks

Operational Sustainability

- Impact of IT on Productivity
- Effective Utilisation of ERP in Operations and SCM
- Business Process Outsourcing in manufacturing environment
- Cost Effective solutions in bound logistics
- Crunching Lead Times across services as well in product industries
- Warehouse Management in 21st century
- Service Level Quality: Standards, Measures, Monitoring and Enhancing

Global Dimension of Growth & Sustainability

- International Trade and Economic Growth
- Global Inclusion Practices: Lessons from Countries in Asia and Africa
- FDI and FII: National Growth Perspective
- Global Economic Volatilities and Impact on National Economies
- Export-led growth & sustainability
- Global/Regional Financial Organisations and Growth
- Geo-political impacts
- Crude oil market and cost driven inflation

Call for Papers

Original research paper on “Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy” is invited for presentations. Intended participants are invited to send their abstract/paper on as per the ‘Instruction to Author’ given on the registration form.

Paper Submission e-mail id - conference@jagannath.org

Opportunities for Publication

The conference offers two publication opportunities.

1. All the papers accepted for conference presentation having duly completed the registration process will be published in digital/electronic book as ‘Compendium of Papers’ bearing an ISBN.
2. Selected papers emerging out of double-blind review process will be published in the JIMS 8M Special Edition (WOS and UGC Care listed)

Calendar

Details	Dates
Conference Date	22nd-23rd Jan 2025
Extended Abstract Submission	20th Dec 2024
Acceptance of Final Paper	10th Jan 2025

Instructions to Author

Academicians, corporate executives and research scholars are invited to contribute papers on topics related to the theme of the conference.

- The paper must focus on a topic related to the theme of the conference.
- The word limit for abstracts is maximum 250 words.
- All submitted abstracts and full papers must have a title page, discipline, sub theme of paper, name(s) of the author(s), affiliation(s), complete address of all the authors including phone, e-mail address and biographical note(s) (Max 100 words) of the author(s).
- Follow the APA (sixth edition) style of referencing.
- The title of the paper must be written in bold capital letters using 14 pt Times New Roman Font. All sub headings should also be written in bold capital letters.
- All authors will individually register and will receive an acknowledgement of the full paper, registration form and registration fees by email after receiving the same.
- A maximum of 2 papers can be submitted by one author, for a third paper re registration will be required.
- The certificate shall be issued to the author who presents and registers for the conference.
- All manuscripts should be professionally proof read before the submission.
- All submissions should report original and previously unpublished research results no matter the type of research paper you are presenting
- All papers submitted to the conference will be subjected to blind peer review. The decision of the reviewers is final and binding.
- Full text papers (.docx and .doc) will be accepted by Electronic Submission Form.
- JIMS is not responsible for any claim made in any of the papers accepted for publication in the proceedings.

Specifications for Papers

Length	3,000-7,000 words
Language	English
Spacing	Single
Font	Times New Roman
Font Size of Text	12
Margin	Half inch (On all four sides)

Paper Submission and Presentation (Registration) Fees:

Research Scholars/Students: INR 1,000/-
Academicians: INR 1,500/-
Corporate Practitioners: INR 2,000/-



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accredited by NBA



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Approved by All India Council for Technical Education (AICTE), AIU
accredited by NBA and SAQS

XXth International Conference on

"Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy"

Event Category: International Conference

Event Name: "Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy"

Date: 22nd & 23rd January, 2025

Venue: Day 1: PHD Chamber of Commerce, Hauz Khas
Day 2: Zoom Platform

Event Report:

Jagannath International Management School conducted its 20th International Conference at the PHD Chamber of Commerce and Industry, focusing on "Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy". The event began with a warm welcome of the esteemed guests, Mr. Neelesh Sah and Mr. Jayant Singh, setting an engaging tone for the conference. The proceedings started with a brief welcome speech and the ceremonial lamp lighting. The conference provided an insightful overview of the conference theme, "Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy" which emphasized the importance of tackling socio-economic challenges, fostering sustainable practices, and the critical role of education in driving progress. Following this, Dr. Amit Gupta, Chairman of JIMS Kalkaji, delivered the inaugural address, highlighting the institution's commitment to sustainable economic growth and discussing themes like unity of purpose, innovative pathways, and sustainability. The event was organised by Convenor Dr. Niti Saxena and Co- Convenors Dr. Pallavi Ahuja and Ms. Aastha Behl.

Guest of Honor, Mr. Neelesh Sah, Joint Secretary of Climate Change and International Cooperation at the Ministry of Environment, Forest, and Climate Change, delivered a compelling address, focusing on international cooperation, socio-economic disparities, and climate challenges, linking these to the G20 Vasudhaiva Kutumbakam vision, Mahatma Gandhi's inclusive development philosophy, the Indian demographic advantage, and the role of youth in nation-building. Following this, Mr. Jayant Singh, IRTS, Senior Advisor, NITI Aayog, spoke about the demographic dividend, K-shaped recovery post-COVID, FDI, and India's efforts toward sustainable economic growth. He provided valuable insights into India's vision for "Viksit Bharat" and the importance of inclusive growth in realizing this ambition. The session concluded with the presentation of mementos to the dignitaries and a vote of thanks by Dr. Anuj Verma, Director of JIMS Kalkaji, who expressed gratitude to the participants and organizers for their contributions.



The Technical Session I featured a panel discussion that brought together distinguished speakers, each offering unique perspectives on the theme of sustainability and inclusive growth. The session witnessed the panelists: Dr. D.K. Malhotra, Mr. Saket Sinha, Dr. Sudipti Arora, Dr. Manish Anand, and Dr. Abhinav Akhilesh. The discussion commenced with Dr. Abhinav Akhilesh, Partner at Grant Thornton, who spoke about business transformation for sustainability, equal opportunities, the role of women in society, and initiatives like the Swachh Bharat Mission. Dr. Sudipti Arora, an Environmental Research Scientist, explored biotechnology's role in sustainability, delving into climate change causes and solutions through the AMG formula—avoiding, minimizing, and generating. Dr. Manish Anand, Senior Fellow at TERI, addressed resource efficiency, governance, sustainable lifestyles, and the political dimensions of sustainability. Mr. Saket Sinha, Consultant Director at Sustainability Actions, highlighted ESG principles, inclusive growth, poverty, inequality, and healthcare challenges. Concluding the session, Dr. D.K. Malhotra, Professor of Finance at Thomas Jefferson University, USA, synthesized the discussions, emphasizing the integration of societal development and sustainability. The multidisciplinary dialogue provided actionable insights to address socio-economic disparities and advance sustainable practices.

The Technical Session II, titled "Sustainability through Inclusive Growth and Development," featured diverse presentations. Cintia Kulzer Sacilotto, Assistant Professor at UAE University and Oxford University, highlighted the crucial role of social enterprises in achieving inclusive economic and social development goals. Dr. Samantha Rathnayake, Senior Management Consultant from the University of Sri Jayawardenepura, Sri Lanka, emphasized sustainable management strategies that incorporate inclusivity in business operations. Prof. Zheng Gangquiang (Tony), Director of External Affairs at Zhejiang Technical Institute of Economics, China, showcased China's innovative approaches to lifelong education, fostering vocational and community engagement.

The Technical Session III focused on "Consumer Behavior and Digital Transformation for Sustainability," Mr. Ignace Hindrick, Director at DMH Business Advisors, Belgium, provided insights into Indian consumers' preference for sustainable products. Dr. Wasim Ahmad from UCSI Graduate Business School highlighted the significance of consumer behavior in promoting sustainable economic practices. Dr. Marja-Liisa Tenhunen, Professor at Shanghai University, discussed the transformative impact of digitalization on sustainable growth. Together, these sessions provided valuable multidisciplinary perspectives on sustainability and inclusive development.

The research paper presentations were conducted simultaneously in three tracks, each guided by an expert panel. **Track 1** was chaired by Dr. Ihtiram Raza Khan, **Track 2** featured Dr. Vernika

Agarwal and **Track 3** was led by Dr. Praveen Goyal. The event witnessed the presentation of a large number of high-quality research papers, with significant contributions from both national and international authors, reflecting the global engagement and intellectual rigor of the participants.

Dr. Anuj Verma, Director at JIMS Kalkaji, announced the Best Paper awards. The first position was awarded to Srinivas Siddabathuni for his paper titled *"Sustainable Growth Through Ayurveda: Ancient Wisdom for a Modern World,"* which emphasized the relevance of Ayurveda in promoting sustainable practices in the modern era. The second position went to Dr. Amanjeet Singh Sethi, Pawan Mehra, and Brijendra Singh Mehta for their paper, *"Influence of Social Media Platforms on Hotel Branding and Customer Engagement: A Case Study of Uttarakhand,"* which analyzed the role of social media in enhancing branding and customer interaction within the hospitality sector.



Glimpses of XXth International Conference on "Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy" held on 22nd and 23rd February'25


Faculty Coordinator


Head of the Department

XXth International Conference on Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy

Event Category: International Conference

Event Name: Promoting Inclusive Growth: Addressing Socio-economic Disparities on the Journey to a Sustainable Economy

Date: 22nd & 23rd January, 2025

Venue: Day 1: PHD Chamber of Commerce, Hauz Khas

Day 2: Zoom Platform

S. no	NAME	SECTION	ENROLLMENT NO.	YEAR
1	Jai Bhateja	Bcom VI M	80114188822	3 rd Year
2	Anushka Mishra	BCom VI M	1714188822	3 rd Year
3	Komal Tanwar	Bcom VI M	80314188822	3 rd Year
4	Kritika Luthra	Bcom VI M	1614188822	3 rd Year
5	Sambhav Bhatnagar	Bcom VI M	35514188822	3 rd Year
6	Manik Virmani	Bcom VI M	614188822	3 rd Year
7	Tanuj Sharma	Bcom VI M	35324588822	3 rd Year
8	Lakshya Sirohi	Bcom VI M	1114188822	3 rd Year
9	Khushi Nagpal	Bcom VI M	35214188822	3 rd Year
10	Raman Sharma	Bcom VI E	124588822	3 rd Year
11	Yash Bhatia	Bcom VI E	2224588822	3 rd Year
12	Saiyam Aggarwal	Bcom VI E	2824588822	3 rd Year
13	Gunansh Kochhar	Bcom VI E	824588822	3 rd Year
14	Dhriti sharma	Bcom VI E	70124588822	3 rd Year
15	Aditi Gupta	Bcom VI E	1424588822	3 rd Year
16	Tushar Pandey	Bcom VI E	3324588822	3 rd Year
17	Vinita Jain	Bcom VI E	1824588822	3 rd Year
18	Twinkle Batra	Bcom VI E	2624588822	3 rd Year
19	Yugam Nagrani	Bcom VI E	524588822	3 rd Year
20	Pavani Omar	Bcom VI E	924588822	3 rd Year
21	Daksh Wadhera	Bcom VI E	3624588822	3 rd Year
22	Garima Singh	Bcom VI E	70224588822	3 rd Year
23	Shantanu raj	Bcom VI E	1724588822	3 rd Year

24	Harsh Mittal	Bcom VI E	35424588822	3 rd Year
25	Vaibhav Khurana	Bcom VI E	70424588822	3 rd Year
26	Tanisha Chawla	BBA VI M	2814101722	3 rd Year
27	Mudit khatter	BBA VI M	2414101722	3 rd Year
28	Arsh Husain	BBA VI M	214101722	3 rd Year
29	Preeti	BBA VI M	2314101722	3 rd Year
30	Gauri Singh Bhati	BBA VI M	35114101722	3 rd Year
31	Yash Gupta	BBA VI M	3914101722	3 rd Year
32	Ananya Saxena	BBA VI M	1614101722	3 rd Year
33	Prasidh Malhotra	BBA VI M	614101722	3 rd Year
34	Harsh Dadhich	BBA VI M	3014101722	3 rd Year
35	Vidhi Bhatia	BBA VI M	3414101722	3 rd Year
36	Priyanshi Aggarwal	BBA VI M	314101722	3 rd Year
37	Sarthak Khanna	BBA VI M	3824588822	3 rd Year
38	Aditya Sinha	BBA VI M	4114101722	3 rd Year
39	Kanish Sharma	BBA VI M	914101722	3 rd Year
40	Nitin Negi	BBA VI M	2714101722	3 rd Year
41	Kartik Bansal	BBA VI M	1414101722	3 rd Year
42	Yash Ahlawat	BBA VI M	514101722	3 rd Year
43	Kashish	BBA VI M	1214101722	3 rd Year
44	Vanshika Jain	BBA VI M	2214101722	3 rd Year
45	Tanisha	BBA VI M	2024501722	3 rd Year
46	Mehak Arora	BBA VI M	714101722	3 rd Year
47	Prishabh Gupta	BBA VI M	814101722	3 rd Year
48	Tanishq Gupta	BBA VI M	3314101722	3 rd Year
49	Lakshya Mahala	BBA VI M	1914101722	3 rd Year
50	Himanshi	BBA VI M	414101722	3 rd Year
51	Kuhu Saxena	BBA VI M	3214101722	3 rd Year
52	Dhavi Sharma	BBA VI M	2614101722	3 rd Year
53	Ayush Gupta	BBA VI M	35514101722	3 rd Year
54	Rahul	BBA VI M	4214101722	3 rd Year
55	Deepanshu Sheryar	BBA VI M	3114101722	3 rd Year
56	Ananya Chauhan	BBA VI M	4514101722	3 rd Year

57	Priyanshi Aggarwal	BBA VI M	314101722	3 rd Year
58	Alvin S Paul	BBA VI M	1014101722	3 rd Year
59	Divyansh	BBA VI M	4614101722	3 rd Year
60	Shaswat Bhatt	BBA VI M	4814101722	3 rd Year
61	Jitin Nair	BBA VI E	4024501722	3 rd Year
62	Draun Arora	BBA VI E	2424501722	3 rd Year
63	Prapti Arora	BBA VI E	2624501722	3 rd Year
64	Ritika	BBA VI E	424501722	3 rd Year
65	Dev Tyagi	BBA VI E	1924051722	3 rd Year
66	Prisha Kohi	BBA VI E	324588822	3 rd Year
67	Salman	BBA VI E	724501722	3 rd Year
68	Hemang Khullar	BBA VI E	2524501722	3 rd Year
69	VINAY KUNDLIA	BBA VI E	924501722	3 rd Year

Prashant Kumar

JIMS/BBA/2025/835

April 1, 2025

Notice

National Conference on 'AI for Creativity and Innovation: Shaping Economic Development'

A National Conference on 'AI for Creativity and Innovation: Shaping Economic Development, Empowering ideas, Driving economies' is organized to explore the transformative role of Artificial Intelligence in driving innovation and sustainable economic growth. The details are as follows:

Date: 5th April 2025

Time: 10.00 am onwards

Venue: Auditorium, JIMS, Kalkaji

Resource Person:

- **Chief Guest:** Shri Suresh Annepu, Director, New and Renewable Energy, Regulatory Compliance & Monitoring, Ministry of Power, GOI
- **Guest of Honour:** Mr. Ishu Agarwal, Deputy Director/Scientist, STPI, Ministry of Electronics & IT, GOI
- **Key Note Speaker 1:** Mr. Ankit Chugh, Partner, GT Bharat
- **Key Note Speaker 2:** Dr. Shruti Tripathi, Director, Kasturba Campus, DSEU
- **Session Chair 1:** Dr. Ihtiram Raza Khan, Professor, Jamia Hamdard
- **Session Chair 2:** Prof. Pavnesh Kumar, School of Management Studies, IGNOU
- **Session Chair 3:** Dr. Neda Fatima, Associate Professor, Manav Rachna International Institute of Research and Studies
- **Session Chair 4:** Dr. Anupama Sharma, Professor & HOD, PGDM, JIMS Kalkaji

Dr. Niti Saxena (Convenor), Dr. Pallavi Ahuja (Co-Convenor), Ms. Aastha Behl (Co-Convenor) is to coordinate.



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April 1, 2025

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- **Key Note Speaker 2:** Dr. Shruti Tripathi, Director, Kasturba Campus, DSEU
- **Session Chair 1:** Dr. Ihtiram Raza Khan, Professor, Jamia Hamdard
- **Session Chair 2:** Prof. Pavnesh Kumar, School of Management Studies, IGNOU
- **Session Chair 3:** Dr. Neda Fatima, Associate Professor, Manav Rachna International Institute of Research and Studies
- **Session Chair 4:** Dr. Anupama Sharma, Professor & HOD, PGDM, JIMS Kalkaji

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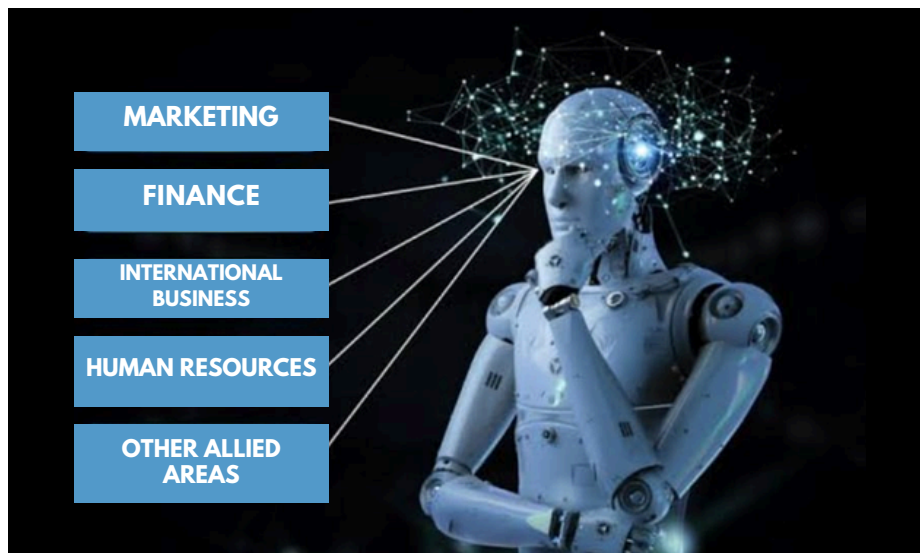
NATIONAL CONFERENCE

on

**AI for Creativity and Innovation: Shaping Economic
Development**

Empowering Ideas, Driving Economies

(Organized under the aegis of IQAC)



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

NAAC Accredited & Affiliated to Guru Gobind Singh Indraprastha University
Certified as A+ Institute By the State Fee Regulatory Committee,
Govt. Of NCT Of Delhi, ISO 9001-2015 Quality Certified Campus

Date: 5th April'25

Venue: Auditorium, JIMS Kalkaji

Organized by: Jagannath International Management School, New Delhi

**Conference Type: Hybrid (In-person & Virtual Participation only for
outside Delhi-NCR participants)**

ABOUT JIMS

Jagannath International Management School (JIMS) Kalkaji is a prestigious institution located in New Delhi, India. Established in 1997, JIMS Kalkaji is affiliated with Guru Gobind Singh Indraprastha University (GGSIU) and is accredited by the National Assessment and Accreditation Council (NAAC). The institute is also certified by the State Fee Regulatory Committee, Government of NCT of Delhi, and ISO 9001-2015 for quality management. JIMS Kalkaji offers a range of programs, including Postgraduate Diplomas in Management (PGDM) and International Business (PGDM IB), Bachelor of Business Administration (BBA), and Bachelor of Commerce (B.COM(H)). The institute has achieved impressive rankings, including a notable position in India's top B-Schools by publications like India Today and Outlook. It has also secured top spots in surveys by GHRDC and the Times of India, consistently demonstrating its commitment to quality education. Internationally, JIMS Kalkaji has been accredited by the South Asian Quality Assurance System (SAQS), underscoring its adherence to global standards of educational excellence.

AWARDS & RANKINGS

JIMS KALKAJI has been awarded 17th Rank among the Top BBA Colleges in India as per the INDIA TODAY B-School Survey-2024.

JIMS KALKAJI ranked among the Top 8 Best Private B-Schools in the North Zone by Outlook's B-School Survey 2023.

CONFERENCE OVERVIEW

In a rapidly evolving digital world, Artificial Intelligence (AI) is redefining the boundaries of creativity, innovation, and economic progress. This conference serves as a premier platform to explore the transformative power of AI in shaping industries, markets, and societies. It brings together thought leaders, researchers, practitioners, and policymakers from across the globe to discuss cutting-edge developments in AI and their implications for creativity and sustainable economic growth.

AI has proven to be a game-changer in various sectors, from revolutionizing marketing strategies and financial systems to streamlining international business operations and human resource management. This conference seeks to delve into how AI fosters innovation, enhances decision-making, and drives economic development while addressing ethical challenges, inclusivity, and workforce transformations.

The discussions will span across a range of industries and functional domains, including marketing, finance, international business, human resources, operations, healthcare, education, and public policy. By emphasizing both theoretical advancements and practical applications, the conference aims to uncover new opportunities and strategies for leveraging AI to address economic challenges, fuel creativity, and drive innovation.

Attendees will engage in keynote addresses, panel discussions, and hands-on workshops led by prominent industry experts and academic scholars. The event will also feature opportunities for networking and knowledge exchange, fostering collaboration among diverse stakeholders in the AI ecosystem.

This conference invites contributions from academia, industry, and government to build a shared vision of how AI can not only transform individual organizations but also shape a more innovative and inclusive global economy.

CONFERENCE OBJECTIVES

- 01** To foster discussions on AI's role in redefining innovation.
 - 02** To explore strategies for leveraging AI for sustainable economic growth.
 - 03** To bridge the gap between academia, industry, and policymakers in AI development.
-

KEY THEMES

MARKETING

- Leveraging AI to understand consumer behavior and preferences.
- Role of AI in creating tailored marketing campaigns and customer experiences.
- Forecasting market trends and customer demands with AI.
- Automation of ad targeting, content generation, and performance analysis.
- Balancing innovation with privacy and ethical considerations in customer data use.

FINANCE

- Transforming credit assessment and fraud detection with AI tools.
- Innovations in AI-powered trading platforms and strategies.
- Using AI for predictive modelling in investments and market analysis.
- The role of AI in revolutionizing payment systems and banking.
- Using AI to provide access to financial services in underserved regions.

INTERNATIONAL BUSINESS

- Enhancing efficiency and transparency across international supply chains.
- Crafting localized campaigns using AI insights.
- Predicting and optimizing trade flows and policies with AI.
- Ensuring inclusivity and cultural relevance in global business operations.
- Supporting businesses in identifying opportunities and challenges in new markets.

HUMAN RESOURCES (HR)

- Automating recruitment processes with AI-driven tools.
- Using AI to analyse workforce sentiment and design personalized career paths.
- Personalized training and upskilling programs driven by AI.
- Identifying and mitigating biases in HR practices using AI.
- Predicting labour trends and optimizing resource allocation.

OTHER ALLIED AREAS

- AI-powered process optimization and quality control.
- Predictive maintenance in manufacturing and production.
- AI for medical diagnosis and personalized healthcare innovations.
- Applications of AI in healthcare supply chains and management.
- AI in personalized learning and skill development.
- AI's role in redesigning education for future workforce demands.
- Role of AI in start-up ecosystems and entrepreneurial decision-making.
- AI as a catalyst for innovation in emerging markets.
- Regulation of AI to support innovation while safeguarding rights.
- Ethical AI development for sustainable growth.

CALL FOR PAPERS

Original research papers on “AI for Creativity and Innovation: Shaping Economic Development” are invited for presentation. Interested participants are invited to send their extended abstract/paper as per the ‘Instructions for Authors’ given below.

PAPER SUBMISSION DEADLINES

- Last date of Final Paper Submission: 25th February’25
- Acceptance of final paper: 10th March’25
- Last date of Registration: 15th March’25
- Paper Submission e-mail id – **conference2025.kj@jagannath.org**

Or through Easy Chair- <https://easychair.org/conferences?conf=aiforinnovation2025>

OPPORTUNITIES FOR PUBLICATION

The conference offers two publication opportunities.

1. All the papers accepted for conference presentation having duly completed the registration process will be published in Conference proceedings bearing an ISBN.
2. Selected papers emerging out of double-blind review process will be published in the JIMS 8M (WOS and UGC Care listed).

INSTRUCTIONS FOR AUTHORS

Academicians, corporate executives, and research scholars are invited to contribute papers on topics related to the theme of the conference.

- The paper must focus on a topic related to the theme of the conference.
- The word limit for abstracts is maximum 250 words.
- All submitted abstracts and full papers must have a title page, discipline, sub theme of paper, name(s) of the author(s), affiliation(s), complete address of all the authors including phone, e-mail address and biographical note(s) (Max 100 words) of the author(s).
- Follow the APA (sixth edition) style of referencing.
- The title of the paper must be written in bold capital letters using 14 pt Times New Roman Font. All sub headings should also be written in bold capital letters.
- All authors will individually register and will receive an acknowledgement of the full paper, registration form and registration fees by email after receiving the same.
- A maximum of 2 papers can be submitted by one author, for a third paper re registration will be required.
- The certificate shall be issued to the author who presents and registers for the conference.
- All manuscripts should be professionally proof read before the submission.
- All submissions should report original and previously unpublished research results no matter the type of research paper you are presenting
- All papers submitted to the conference will be subjected to blind peer review. The decision of the reviewers is final and binding.
- Full text papers (.docx and .doc) will be accepted by Electronic Submission Form.
- JIMS is not responsible for any claim made in any of the papers accepted for publication in the proceedings.

SPECIFICATIONS FOR PAPERS

- **Length-** 3,000-7,000 words
- **Language-** English
- **Spacing-** Single
- **Font-** Times New Roman
- **Font Size of Text-** 12
- **Margin-** Half inch (On all four sides)
- All submitted papers must be free of plagiarism, with a permissible limit of up to 10%.

PAPER SUBMISSION AND PRESENTATION (REGISTRATION) FEES*:

- **Research Scholars/students:** INR 800/-
- **Academicians:** INR 1,000/-
- **Corporate Practitioners:** INR 1,500/-
- **Participation fee:** INR 500/-

* The certificate shall be issued to the author who presents and registers for the conference. The registration fee will be applicable per paper, regardless of the number of authors.

REGISTRATION PROCESS

- **Beneficiary name:** Jagannath International Management School
- **Bank Name:** ICICI Bank
- **Account no.:** 629401143382
- **IFSC Code:** ICIC0006294
- **Account Type:** Savings Account

Registration link: <https://forms.gle/S7aVXMbkNGP136pm9>

Website link: <https://jimskalkaji.com/>

ORGANISING COMMITTEE

1.**Chief Patron:** Dr. Amit Gupta, Chairman, JIMS Kalkaji

2.**Patron:** Dr. Anuj Verma, Director, JIMS Kalkaji

3.**Conference Convenor:** Dr. Niti Saxena, Associate Professor

Ph: 9871337503

4.**Conference Co-convenor:** Ms. Aastha Behl, Assistant Professor

Ph: 8808063336

5.**Conference Co-convenor:** Dr. Pallavi Ahuja, Assistant Professor

Ph: 9654403984



Jagannath International Management School

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National Conference on

"AI for Creativity and Innovation: Shaping Economic Development"

Event Category: National Conference

Event Name: "AI for Creativity and Innovation: Shaping Economic Development"

Date: 5th April 2025

Venue: Auditorium, JIMS Kalkaji

Total Number of Participants: 257

Total Number of External participants: 44

Number of Faculties: 25 Faculty Members

Event Report:

Jagannath International Management School conducted its National Conference at Auditorium, JIMS Kalkaji, focusing on "AI for Creativity and Innovation: Shaping Economic Development". The conference aimed to foster intellectual dialogue and collaborative learning on the rapidly evolving role of Artificial Intelligence (AI) in stimulating innovation and achieving sustainable economic growth. The day-long event commenced with the auspicious Lighting of the Lamp Ceremony, symbolizing wisdom and enlightenment, in the presence of eminent guests and dignitaries. This was followed by a warm welcome extended to the distinguished guests, Shri Suresh Annepu (Director, New and Renewable Energy, Regulatory Compliance & Monitoring, Ministry of Power, Government of India), Mr. Ishu Agarwal (Deputy Director/Scientist, Software Technology Parks of India (STPI), Ministry of Electronics & IT, Government of India), Mr. Ankit Chugh (Partner, Grant Thornton Bharat), and Dr. Shruti Tripathi (Director, Kasturba Campus, Delhi Skill and Entrepreneurship University (DSEU)). The Inaugural Address was delivered by Dr. Niti Saxena, Convener of the Conference, who outlined the conference objectives and emphasized the need for academic-industry partnerships in promoting AI-led innovation. This was followed by Opening Remarks from Dr. Anuj Verma, Director, who highlighted the growing impact of AI on productivity, creativity, and economic competitiveness, while encouraging the researchers to be at the forefront of this digital revolution. The distinguished speakers then delivered thought-provoking addresses; Guest of Honour, Mr. Ishu Agarwal, spoke about government-led initiatives supporting AI development, while stressing the importance of ethical AI, skill development, and digital empowerment. Chief Guest, Shri Suresh Annepu, addressed the gathering on the potential of AI in revolutionizing the energy sector and enhancing data-driven governance models. Mr. Ankit Chugh, in his Keynote Address, shared industry insights on how AI is





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transforming decision-making, operational efficiency, and customer engagement in the corporate world. Dr. Shruti Tripathi, also a Keynote Speaker, reflected on the integration of AI in skill-based education and how it can be leveraged to drive innovation and entrepreneurship among youth. All dignitaries were honored with mementos as a token of appreciation for their time and invaluable contributions to the conference theme. The academic highlight of the event was marked by two Technical Sessions, each designed to offer a robust platform for scholarly discourse and innovative research presentations.

The Technical Session I of the National Conference on “AI for Creativity and Innovation: Shaping Economic Development” was comprised of four parallel tracks chaired by esteemed academicians: Dr. Ihtiram Raza Khan (Professor, Jamia Hamdard) for Track 1, Prof. Paumesh Kumar (Professor, School of Management Studies, IGNOU) for Track 2, Dr. Neda Fatima (Assistant Professor, Manav Rachna International Institute of Research and Studies) for Track 3, and Dr. Anupama Sharma (Professor & HOD, PGDM, JIMS Kalkaji) for Track 4. The session featured a wide array of research papers that explored AI’s multifaceted applications in areas such as governance, economic planning, education, and industry. Participants presented original research and case studies on themes ranging from smart city frameworks, AI-driven policy implementation, financial forecasting in MSMEs, to the integration of AI in virtual learning and supply chain analytics. Each presentation was followed by a stimulating Q&A, allowing for insightful academic exchange and feedback from the expert panel.

The Technical Session II, was conducted with the same set of track chairs continuing to guide the discussions. This session delved deeper into futuristic and creative dimensions of AI, covering ethical AI practices, digital entrepreneurship, media and content innovation, and AI-powered healthcare solutions. The research presented under Track 1 focused on responsible AI and data privacy; Track 2 highlighted AI’s strategic role in business transformation; Track 3 brought forth the intersection of AI and the arts; and Track 4 showcased advancements in health tech and diagnostics. The session reflected the diversity and depth of research being conducted across disciplines and emphasized the transformative potential of AI in shaping inclusive, sustainable, and innovation-driven growth.

Dr. Anuj Verma, Director at JIMS Kalkaji, announced the Best Paper awards. The first position was awarded to Arti Gupta for her paper titled “Finding Mirage Effect of Fraudulent Financial Statements Through Red Flags: A Comparative Analysis of Neural Network & Logistic Regression”. The second position was awarded to Nisha Agnihotri for her paper titled “Deep Learning in Mental Health Research”. The third position was awarded to Kanisha Sethi for her paper titled “Artificial Intelligence in Oman’s Financial Landscape: Adoption, Challenges and Strategic Imperative” and “AI-Driven Transformation in Higher Education: A Quantitative Analysis Using SEM”. Alongside faculty and research scholars, students also enthusiastically





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participated and presented their research papers, showcasing innovative ideas and insightful perspectives across diverse domains.



National Conference was conducted on 5th April 2025 at the Auditorium, JIMS Kalkaji on the topic "AI for Creativity and Innovation: Shaping Economic Development"

Signature of the Conference Convenor

Signature of the HOD



NATIONAL CONFERENCE

On

AI for Creativity & Innovation: Shaping Economic Development

Attendance Sheet for Registration

Sl No.	Name of Presenter	Institute	Sign
1.	Dr. Aarti Gupta	Asian Business School, Noida	<i>Aarti</i>
2.	Dr. Kanishka Sethi	University of Technology and Applied Sciences, Nizwa, <i>Jagannath Int. Management School, Noida</i>	<i>Kanishka</i>
3.	Ms. Roshni Reji	Asian Business School, Noida	<i>Roshni</i>
4.	Dr. Rakesh Kumar Gupta	Dr. B.R. Ambedkar University	<i>Rakesh</i>
5.	Dr. Rashmi Goel	Shyama Prasad Mukherji College for Women, University of Delhi	<i>Rashmi</i>
6.	Mr. Shivansh Kaushik	Institute of innovation in technology and management	<i>Shivansh</i>
7.	Ms. Yashika Verma	Acharya Narendra Dev college, University of Delhi	<i>Yashika</i>
8.	Dr. Sushma Malik	Maharaja Surajmal Institute, New Delhi	<i>Sushma Malik</i>
9.	Dr. Madhu Ruhil	Institute of Information Technology and Management	<i>MRuhil</i>
10.	Ms. Bhavya Aggarwal	Guru Gobind Singh Indraprastha University	<i>Bhavya</i>
11.	Dr. Latika Malhotra	Institute of Information Technology and Management	<i>Latika</i>
12.	Mr. CP Faiz	Jagannath International Management School, Kalkaji	<i>CP Faiz</i>
13.	Mr. Shivam Pareek	Jagannath International Management School, Kalkaji	<i>Shivam</i>
14.	Mr. Jatin Gaur	Institute of Innovation in Technology and Management	
15.	Mr. Lokesh Chopra	Institute of Innovation in Technology and Management	
16.	Ms. Kritika Pallavi	Manav Rachna University	<i>Kritika</i>
17.	Ms. Sonvi Bhatia	Jagannath International Management School, Kalkaji	<i>Sonvi</i>
18.	Ms. Richa Nanda	Clarivate	<i>Richa</i>
19.	Ms. Dharamshila	Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh	<i>Dharamshila</i>

20. Ms. Garina
Khatter

SRMU Lucknow

Garina

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Sl No.	Name of Presenter	Institute	Sign
20.	Dr. Kanishka Sethi	University of Technology and Applied Sciences, Nizwa, <i>Jagannath Int. Management School</i>	<i>KS</i>
21.	Dr. Nisha Agnihotri	DAV Centenary College, Faridabad	<i>Nisha Agnihotri</i>
22.	Mr. Shahi Raza Khan	Jamia Hamdard Delhi	<i>Shahi</i>
23.	Ms. Kritika Gosain	Sharda University	
24.	Dr. Sushma Malik	Maharaja Surajmal Institute, New Delhi	<i>Sushma Malik</i>
25.	Ms. Sanya Gupta	Jagannath International Management School, Kalkaji	<i>Sanya Gupta</i>
26.	Mr. Aatiksh Kashyap	Jagannath International Management School, Kalkaji	<i>Aatiksh Kashyap</i>
27.	Dr. Apama Mishra	Banarsidas Chandiwalla Institute of Professional Studies, Dwarka, New Delhi	<i>Apama Mishra</i>
28.	Dr. Suniti Chandiok	Banarsidas Chandiwalla Institute of Professional Studies, Dwarka, New Delhi	<i>Suniti Chandiok</i>
29.	Ms. Jhanvi Khurana	Bhagat Phool Singh Mahila vishvidyalaya	<i>Khurana</i>
30.	Ms. Meenal Rehani	Maharaja surajmal institute	<i>Meenal</i>
31.	Mr. Harsh Ahuja	Maharaja Surajmal Institute	<i>Harsh Ahuja</i>
32.	Ms. Jahnvi Mondreti	Jagannath International Management School, Kalkaji	<i>Jahnvi Mondreti</i>
33.	Ms. Archana Bhalla	Jagannath International Management School, Kalkaji	<i>Archana Bhalla</i>
34.	Ms. Dharamshila	Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh	<i>Dharamshila</i>
35.	Ms. Renu Yadav	Chaudhary Ranbir Singh University, Jind Haryana	<i>Renu Yadav</i>
36.	Ms. Khushi Arora	Delhi Technological University (formerly DCE)	<i>Khushi Arora</i>
37.	Ms. Kaajal Sethi	Jagannath International Management School, Kalkaji	<i>Kaajal Sethi</i>
38.	Ms. Sunidhi Sharma	Indira Gandhi National Open University	<i>Sunidhi Sharma</i>
39.	Mr. Shubham Sharma	Maharaja Surajmal Institute, New Delhi	<i>Shubham Sharma</i>
40.	Mr. Bharat Jassoria	Maharaj Surajmal Institute	<i>Bharat Jassoria</i>
41.	Mr. Saad Anwar	Jamia Hamdard Delhi	<i>Saad Anwar</i>
42.	Ms. Taruna Tokas	Amity University	

43. *Milakshi*
(*Milakshikalela*)

Asst. Professor (Gurchasi)
Pastoral University

Milakshi

For National
conforming classes



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Accredited by National Assessment and Accreditation Council (NAAC)

9/4/25

National Conference on "AI for Creativity & Innovation"
(05th April 2025)

Student Attendance

S.No	Name of the Student	Course	Shift	Sign
1	Ronit Gupta	BBA 4E	E	Ronit
2	Ritika	BBA	M	Ritika
3	Jai Bhateja	B Com 6M	M	Jai
4	Manik Karmari	B Com 6M	M	Manik
5	Parmut Singh	B Com 6M	M	Parmut
6	Piyush Gang	B Com 6M	M	Piyush Gang
7	Mehak Arora	BBA 6M	M	Mehak
8	Kuhu Saxena	BBA 6	M	Kuhu
9	Chowee Gupta	BBA 6	M	Chowee
10	PRASIM MALHOTRA	BBA 6	M	Prasim
11	Aatiksh Kashyap	Bcom 6	M	Aatiksh
12	Sanya Relia	Bcom 6	M	Sanya
13	Sanya Gupta	Bcom 6	M	Sanya
14	Ashish Panwar	B.COM 4	M	Ashish
15	Kanishka Jain	B.COM 4	M	Kanishka
16	Akshay Kumar	B.COM 4	M	Akshay
17	Tanisha Dudeja	B.COM 4E	evening	Tanisha
18	Tanvi Adlakha	Bcom 4E	Evening	Tanvi
19	Vanshika Sachdeva	Bcom 4E	Evening	Vanshika
20	Vanshika	Bcom 4E	Evening	Vanshika

National Conference on "AI for Creativity & Innovation"
(05th April 2025)

Student Attendance

S.No	Name of the Student	Course	Shift	Sign
1.	Sonvi Bhatia	BBA II	Evening	<u>Sonvi</u>
2	Riddhi Arora	BBA II	Morning	<u>Riddhi</u>
3.	Riddhi Gupta	BBA - II	Morning	<u>Riddhi</u>
4	Shagun Sarana	BBA - II	Morning	<u>Shagun</u>
5	Anshika Kochar	BBA - II	Morning	<u>Anshika</u>
6	RISHABH SATTI	BBA - VI	EVENING	<u>Rishabh Satti</u>
7	ANKUSH SINGH	BBA - VI	EVENING	<u>ANKUSH SINGH</u>
8.	Tanisha Jain	BCOM - VI	Morning	<u>Tanisha Jain</u>
9.	Anushka Mishra	BCOM - VI	Morning	<u>Anushka</u>
10.	Shubhankar Gupta	BCOM - VI	Morning	<u>Shubhankar</u>
11.	Kritika Saini	BCOM - VI	Morning	<u>Kritika Saini</u>
12	Vaanya Mehta	BCOM - IV	Morning	<u>Vaanya</u>
13	Tanisha Gupta	BCOM - IV	Morning	<u>Tanisha</u>
14	Narisha Chauhan	BCOM - IV	Morning	<u>Narisha</u>
15	Kaajal Sethi	BBA - II	Evening	<u>Kaajal Sethi</u>
16	Kaishik Kumar Gupta	BCOM (H) IV	Morning	<u>Kaishik</u>
17	Karan Rawat	BCOM (H) - VI	Morning	<u>Karan</u>
18	Mansi Sharma	BCOM (H) - VI	Morning	<u>Mansi</u>
19	Jitin J. Nair	BBA - VI	Evening	<u>Jitin</u>
20	Swishiti Sharma	BBA - IV	Morning	<u>Swishiti</u>
21.	Lalish KAPOOR	BCOM IIM	Morning	<u>Lalish</u>

Aayush Sharma

Palak Choudhary

Kanishka Choudhary

Prateek Sharma

Rohan Patra

Sardhak

Riddhima Aggarwal

Archana Bhalla

Jahnavi Mondreli

Anshika

Pratham Gupta

Anmol Choudhary

Naman Sethi

BCOM IVE Evening

Bcom IVE Evening

Bcom IVE Evening

Bcom IVE Evening

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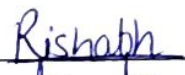
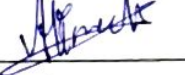
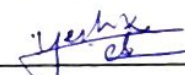
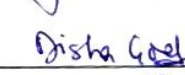
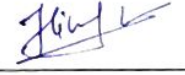
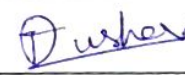
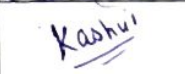
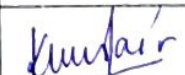
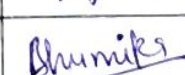
Pratham

Anmol

N. Sethi

National Conference on "AI for Creativity & Innovation"
(05th April 2025)

Student Attendance

S.No	Name of the Student	Course	Shift	Sign
1	Naman Singla	BBA II	1	
2	Rishabh	BBA II	1	
3	Himanshu Singla	BBA II	1	
4	Kaushika Naray	BBA II	1	
5	Kiddhi Arora	BBA II	1	
6	Jeshika Dey	B.COM II	1 (Morning)	
7	Disha Goel	B.com II	(Morning) 1	
8	Aditya Rana	B.Com II	1 (Morning)	
9	Himanshu Vaid	B.com (II)	1 (Morning)	
10	Tushar Pandey	B.com 6 E	6 E	
11	Nitesh	BBA II	Evening	
12	Madhuv Mahawar	BBA 2E	2	
13	Kashvi Bhatia	BBA 2E	2	
14	Khushi Jain	BBA 2M	1	
15	Ajuni	BBA 2M	1	
16	Bhumnika Goyal	BBA 2M	1	
17	Anisha Gupta	BBA 4M	1	
18	Rupesh	BBA 4M	1	
19	Harsh Jain	BBA 2E	2	
20	Aditya Gaba	BBA 4E	2	

**National Conference on "AI for Creativity & Innovation"
(05th April 2025)**

Student Attendance

S.No	Name of the Student	Course	Shift	Sign
	Charu	BBA VI	M	Charu
	Arpit	BBA VI	E	Arpit
	Kuhu	BBA VI	M	Kuhu
	Mehak	BBA VI	M	Mehak
	Manik	BCom VI	M	Manik
	Geisha	BBA VI	E	Geisha
	Mudit	BBA VI	E	Mudit
	Ravinder Singh	B.Com (H) 4E	E	Ravinder
	Shoaib	B.Com (H) 4E	E	Shoaib
	Deepak	Bcom (H) 4E	E	Deepak
	Arnav	Bcom (H) 4E	E	Arnav
	Ritika	BBA 4	M	Ritika
	Juhi Mishra	BBA IV	E	Juhi
	Aarzo	BBA II	G	Aarzo
	Soni Bhatia	BBA II	E	Soni
	Vanshika Gera	BBA 4 E	F	Vanshika
	Ranet Gupta	BBA IV	E	Ranet
	Jagdeep Singh	BCom (Hon) II	E	Jagdeep
	Amisha Gulati	BBA IV	M	Amisha
	Rupesh	BBA II	M	Rupesh
	Kashish Dhillon	BBA 4	Evening	Kashish

**National Conference on "AI for Creativity & Innovation"
(05th April 2025)**

Student Attendance

S.No	Name of the Student	Course	Shift	Sign
	Harsh Anuja (MST)			
	Nitesh	BBA	Evening	<u>Nitesh</u>
	Daksh Sehgal	BBA IV	Evening	<u>Daksh.S</u>
	Raun Singh	BBA IV	Evening	<u>Raun</u>
	Riddhi Arora	BBA II	Morning	<u>Riddhi</u>
	Akashita Sharma	BBA II	Morning	<u>Akashita</u>
	Piyush Garg	B.COM(H)	Morning	<u>Piyush Garg</u>
	Parmee Singh	B.COM(H)	Morning	<u>Parmee</u>
	Nirhil Sharma	B.COM(H) 4E	Evening	<u>Nirhil</u>
	KRISHNA SHARMA	BBA IV ^{4m}	Evening	<u>Kshma</u>
	Samarth Sharma	B.COM(H)	Morning	<u>S. Sha</u>
	Puneet Manchanda	B.COM(H) IV	Morning	<u>Puneet</u>
	Sechen Kanet	B.COM(H) 4m	Morning	<u>Sechen</u>
	DEV Juneja	4 GM	u	<u>Dev</u>
	Mayank Pothak	4 GM	u	<u>Mayank</u>
	Manasi Sood	BBA 4	Evening	<u>Manasi</u>
	Mani	BBA 4	Evening	<u>Mani</u>
	Vidit Bakshi	B.COM 4m	Morning	<u>Vidit</u>
	Vinayak Sharma	B.COM 4E	Evening	<u>Vinayak Sharma</u>
	Sanskar Goel	B.COM 4E	EVENING	<u>Sanskar</u>
	Kritika Mahajan	BBA 4	EVENING	<u>Kritika</u>

National Conference on "AI for Creativity & Innovation"
(05th April 2025)

Student Attendance

S.No	Name of the Student	Course	Shift	Sign
	Disha Goel	Bcom II	Morning	Disha Goel
	Ridhi Gupta	BBA (II)	Morning	Ridhi
	Purusharth Verma	B.COM IV + E	Evening	Purusharth
	Jai Bhatoja	Bcom IV	Morning	Jai Bhatoja
	Radhika Narana	BBATT	Morning	R
	Aarush Parashar	BBA IV	Evening	Aarush
	Himanshu Vard	Bcom (H) II	Morning	Himanshu
	Rishi Rathi	BBA III	Evening	Rishi
	Ajuni Shah	BBA II	Morning	Ajuni
	Vaanya Melita	B.COM IV	Morning	Vaanya
	Tanisha Gupta	B-com IV	Morning	Tanisha
	Manisha Chaurasia	B.COM IV FM	Morning	Manisha
	Shubhankar - Gupta	Bcom 6M		Shubhankar
	Saloni Anand	BBA IV E	Morning	Saloni
	Soumya Chadha	BBA IV	Morning	Soumya
	Rishi Bhardwaj	BBA IV	Evening	Rishi
	Chetanya Aggarwal	BBA VI	Evening	Chetanya
	Sanya Jain	BBA VI	Evening	Sanya
	Kush Bijlani	BBA IV	Evening	Kush
	Suryash Khanna			Suryash

11:00

11:00

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Student Attendance

S.No	Name of the Student	Course	Shift	Sign
	Neev Arora	BBA 4	Evening	Neev
	Surbhshi Sharma	BBA 4	Morning	Sharma
	Kirti Mahajan	Bcom 2E	Evening	Py.
	Himanshu	BCom 2E	Evening	Hms
	Archana Bhalla	Bcom 4M	Morning	Archana
	Aditya Sharma	Bcom 2E	Evening	Ad
	Jagrati Gaur	Bcom 2E	Evening	Pa
	Priyanshvi	Bcom 2E	Evening	Priyanshvi
	Gitansh Sethi	BBA 6E	Evening	G
	Yagya Goyal	BBA 6E	Evening	Yagya
	Nakul Goyal	BBA 6E	Evening	Nk
	Chetanya Aggarwal	BBA 6E	Evening	Ch
	Vanshika Goyal	Bcom 2M	Morning	Goyal
	Sanya Jain	BBA 6E	Evening	Sanya
	Sakshi Mishra	Bcom 2M	Morning	Sakshi
	SUYASH DHINGRA	BBA 4E	Evening	Suyash
	Dikshita Khandwal	Bcom 2E	Evening	Dikshita
	Puriprushi Asja	BBB 2E	Evening	Puriprushi
	Aashi Sahay	BBA 2E	Evening	Aashi
	Shubha Kumar sheet	BBA 2E	Evening	Shubha

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Student Attendance

S.No	Name of the Student	Course	Shift	Sign
	Tanmay Vashishth	BBA 2E	Evening	Tanmay
	Saransh Kr Nigam	BBA 3-2	Morning	Saransh
	Riddhi Mittal	BBA 2-M	Morning	Riddhi
	Isha Malhotra	BBA 2M	Morning	Isha
	Dheeti Bhardwaj	BCom (2E)	Evening	Dheeti
	Bhavesh Garg	BCom (2E)	Evening	Bhavesh
	Prem Mahija	B.COM (2E)	Evening	Prem
	Ashant Chaturvedi	B.COM (6E)	Evening	Ashant
	Umang Arora	BBA 4M	Morning	Umang
	Shubham Sharma	BBA 4M	Morning	Shubham
	Kavish Tuteja	BBA 2E	Evening	Kavish
	Ambhav Bhatnagar	Bcom 6M	Morning	Ambhav
	Sarthak Khanna	Bcom 6M	Morning	Sarthak
	Nasim Akhtar	Bcom 6M	Ming	Nasim
	Shivam Pareek	Bcom 6M	Morning	Shivam
	Barun Palta	BBA 2E	Evening	Barun
	Chetan Aggarwal	BBA 2E	Evening	Chetan
	Anesh Mathur	Bcom 4M	Morning	Anesh Mathur
	Vikash	Bcom 4M	Morning	Vikash
	Vinay Kundlia	BBA 6E	Evening	Vinay

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Student Attendance

S.No	Name of the Student	Course	Shift	Sign
1	Piyush Kumar	Bcom(H) 4E	Evening	Piyush
2	Aarush Parashar	BBA M E	Evening	Aarush
3	Nikhil Sharma	Bcom(H) 4E	Evening	Nikhil
4	PRASIDH MALHOTRA	BBA (M) 6 th	Morning	Prasidh
5	Jitin J. NAIR	BBA (E) 6 th	Evening	Jitin Nair
6	Samarth Sharma	Bcom (H) 4 th	Morning	S. Sharma
7	Puneet Manchanda	Bcom(H) 4M	Morning	Puneet
8	Sachin Rawat	Bcom(H) 4M	Morning	Sachin
9	Himanshu Dua	B.COM(H) 2M	Morning	Himanshu
10	Utsav Bisht	B.Com(H) 2M	Morning	Utsav
11	Madhav Menon	B.Com(H) 2M	MORNING	Madhav
12	Manan Arora	B.COM(H) 2M	Morning	Manan
13	KAPIL GUPTA	B.Com (H) 2M	Morning	Kapil
14	Shubham Bhatnagar	B.Com (H) 2M	Morning	Shubham
15	Debartha Sanyal	B.Com (H) 2M	Morning	Debartha
16	Urinda Kapur	B.COM (H) 2E	Evening	Urinda
17	Gratha Gupta	B.COM (H) 2E	Evening	Gratha
18	Sid Gupta	B.com (H) 2E	Evening	Sid
19	shiv Gupta	B.com (H) 2E	Evening	Shiv Gupta
20	Umang Rastogi	B com (H) 2E	Evening	Umang
21	Dikshita Khandelwal	B.Com (H) 2E	even	Dikshita

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Student Attendance

S.No	Name of the Student	Course	Shift	Sign
	Yashvardhan Sharma	Bcom Hon.	VI-M Morn.	
	ANMOL TANEJA	BCOM. HONS	VI (M.)	
	VINAYAK KALRA	BCOM HONS	VI (M)	
	Shivam Shastri	Bcom 6 E	Evening	
	Abdullah	BCOM 2M	Morning	
	Surajesh	BCOM 2	M	Surajesh
	Poojas	BCOM 2	M	Poojas
	Nehal	BCOM 2	M	Nehal
	Nurran	BCOM 2	M	Nurran
	Punya	BCOM 2	M	Punya
	Yash Vardhan	Bcom 4M	Morning	
	Yash Gautam	Bcom 4M	Morning	
	Harshit Bhatt	Bcom 4M	Morning	
	Kartik Sharma	Bcom 4M	Morning	
	Shivani Gupta	Bcom 4M	Morning	Shivani
	Prakhar Chaudhary	Bcom 4M	Morning	Prakhar
	Ansh Gupta	BCOM 1 EVE	Evening	
	Abhishek Thakur	BCOM 1 EVE	Evening	
	Vaibhav Sharma	BCOM 2	Morning	
	Ajeem Singh Bedi	BCOM 2	Morning	
	Akshat Grover	BCOM 2M	Morning	

**Proceedings
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**NATIONAL
CONFERENCE**

**AI for Creativity and Innovation:
Shaping Economic Development**
Empowering Ideas, Driving Economics

5th April 2025

Editor:
Dr. Niti Saxena

Co-Editors:
Dr. Pallavi Ahuja
Ms. Aastha Behl

Jagannath International Management School, Kalkaji, New Delhi

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Dr. Niti Saxena, currently working as an Associate Professor at JIMS Kalkaji has a rich experience of over 19 years in teaching and research. Dr. Saxena holds a P.h.D. and M.Phil degree in Commerce and pursued her graduation and post-graduation from University of Delhi. Dr. Saxena has actively presented her research work at several academic conferences and seminars worldwide. Her diverse expertise encompasses teaching management and commerce courses, orchestrating events, and conducting extensive research. Her achievements include organizing FDP & Conference, securing Best Paper Award, and prolifically publishing in reputable Scopus, ABDC, and Web of Science indexed journals focusing on Banking Operations, Financial Technology, Taxation, and Financial markets.

Dr. Pallavi Ahuja



Dr. Pallavi Ahuja, an Assistant Professor at JIMS Kalkaji, with over 16 years of teaching and research experience in the fields of Commerce, Economics, and Finance. She holds a Ph.D. in Finance, an M.A. in Economics, and qualified with Intermediate-level courses from the Institute of Cost and Works Accountants (ICWA), which enhance her proficiency in accounting, finance, and management. Throughout her career, she has been dedicated to fostering student engagement, conducting impactful research, and contributing to the academic community. Her interdisciplinary background allows her to bridge the gap between theory and practical application, equipping students with the necessary skills to thrive in dynamic professional environments. She is passionate about advancing education, mentoring students, and continuing to grow in her academic journey through research, professional development, and collaboration with peers in her field.

Ms. Aastha Behl



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